

## COMPANY GROWS THEIR BUSINESS BY OBTAINING SQF CERTIFICATION

**ABOUT BROOKE & BRADFORD LLC.** Brooke & Bradford was founded in Salt Lake City, UT in 2015 with four employees, to fill a need in the marketplace for gluten-free soups. After being diagnosed with celiac disease, founder and owner Brooke was devastated to roam the grocery store aisles only to find gluten in soups where there didn't need to be any. This experience motivated Brooke to create soups, skillet meals, spices and bulk ingredients that are all gluten-free, dairy-free, nut free, shellfish-free, soy-free, all-natural and preservative-free.

**THE CHALLENGE.** Brooke & Bradford wanted to become SQF (Safe Quality Food) certified in order to compete in the national and international grocery markets with their products. In addition, they worked with a recipe developer that was recommended by the University of Utah Manufacturing Extension Partnership (UUMEP) Center to develop new soup recipes.

**MEP CENTER'S ROLE.** The UUMEP Center facilitated the SQF certification and connected them to a recipe developer, who has since been involved with other projects that were unrelated to recipe development.

"Our relationship with the UUMEP Center has been incredibly beneficial to our business. We sought to become SQF (Safe Quality Food) certified and the UUMEP Center facilitated the contract with the auditing company, and helped us to reach our goal of becoming SQF certified. In addition, the UUMEP Center also has extensive networking abilities and got us in touch with a recipe developer who had been in a similar industry as our own. Not only did he work with us on a new soup recipe, but he has been a wonderful resource for other aspects of our company as well. Becoming SQF certified has already opened doors to us that otherwise would have been closed. The same week that we were having our final audit, a very large national grocery chain invited us to their corporate headquarters to discuss our product lines- but only if we could guarantee that we would pass the audit. We did, and we have been working with three separate category teams to develop private label products for their brand. They are also allowing us to take our product nationwide and will be selling our Brooke & Bradford branded products in their stores across the country."

-Brianna Seymour, President

## RESULTS



Expected increased sales for first year is **\$200,000**



Increased new, local jobs by **20**



Anticipated new opportunities in new markets to exceed **\$1 million**

## CONTACT US



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